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EMPIRE
Rivals Premier
in Many Ways

1952

Albion

Book of Berries

FAIRFAX

first
for
fine
flavor



The Plant Situation - 1952

Order early. It is always a good policy to order your plants early. It is especially good policy this year if you expect to use plants of Midland, Redstar, Fairpeake, Chesapeake or any of the everbearers. These are in much shorter supply than last year and there probably will not be enough to supply the demand this season.

Premier, Fairfax, Catskill, Temple and Sparkle are in shorter supply than last season but there probably will be enough to supply a normal demand. Free running varieties like Robinson, Blakemore, Tennessee Beauty, Tennessee Shipper and others are in plentiful supply, with little doubt about there being enough plants to supply the demand.

These observations on the plant supply are based on our knowledge of this entire section plus reports that we have from other leading plant growing areas. Our varieties follow this pattern quite closely except that due to our especially selected stocks of Catskill we probably are fixed better on this variety than most plant growers. In fact, our Catskill plants from this stock have grown just as well as Premier and Sparkle. The same is true to some extent of Fairfax and Dorsett.

Of the everbearers Superfection is not only the best of the varieties to date but is also the most plentiful from the standpoint of plants available.

In making out your plant order this season fill in EMPIRE. This new variety, developed by the Geneva Experiment Station in New York, is well worth trying. You can read full description on page 9. We can tell you this here, it is superior to Premier in six important ways, inferior in one, uncertain in another. Take a look at EMPIRE.

Quality of the Plants. Fairly adequate rains from mid-July on have enabled plants to develop nicely; plant beds look quite vigorous and roots on those dug for early orders are better than normal at this writing in late October.

Allen's True-to-Name plants, standard of the industry for 67 years, will help you grow better berries. Don't delay. Order today.

PICKING THE WINNERS

A Bird's-eye View of the Best

Early

PREMIER

The safe early strawberry. Frost Proof. Has produced a crop every year for 35 straight years since its introduction. Very productive, profitable, and popular in all northern and middle states. Allen's Premier—an amazingly vigorous strain! **EMPIRE**, a new one from New York. May supplement or supplant Premier in some sections.

FAIRFAX

The top-quality berry. Quite productive. Berries large, firm, beautiful, becoming dark when full ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. High quality brings repeat sales. Widely adapted North to Middle South. Where quality tells, Fairfax sells! **MIDLAND**, shy plant making prevents it from being one of the best of all varieties. A freezing berry deluxe!

BLAKEMORE

A great shipping berry for the southern and lower middle states. Most widely grown of all varieties. Light, tart, firm, attractive.

Midseason

CATSKILL

The leading midseason berry. Heaviest producer of any leading variety—more big berries. Good quality, firm, attractive. Excellent for freezing. Catskill weakness—less vigorous than formerly unless selected stocks are used. Adapted from Canada South to Missouri and North Carolina. Best midseason berry—it's safe. **BIG JOE**, a fine old variety. Still vigorous after many years of bearing. Berries big, good.

TEMPLE

First introduced as red stele resistant variety. Very vigorous and productive. Now leading variety in Eastern Maryland, replacing Blakemore. Excellent quality for home or market. **ROBINSON**, easy to grow, plants very productive, berries large, light, attractive.

Late

TENNESSEE BEAUTY

A very fine late berry. Commercially it is our favorite of all recent introductions. Good for home garden; super-duper for freezing; highly profitable for shipping.

SPARKLE

Red stele resistant. A quantity producer for northern states. Very vigorous, very productive. Berries medium size, excellent quality, rich red clear through; becoming popular for freezing. **FAIRPEAKE**, supreme in quality—only Fairfax equals it. Shy plant maker, moderately productive. A berry for the fancier.

Very Late

REDSTAR

The latest very good and the best very late variety. Set Redstar to extend the season of good quality, high-priced berries. Sure cropper as late blossoms escape frosts which kill many earlier kinds. Some fasciation detracts. Rather shy plant maker.

Everbearing

SUPERFECTION

Our first choice of all the everbearers because it is easiest to grow and most productive.

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W. F. ALLEN COMPANY

GROWERS OF

True-To-Name Strawberry Plants

SALISBURY, MARYLAND

W. F. ALLEN
FOUNDER - 1885

FULTON ALLEN
W. LEE ALLEN
ALBERT G. ALLEN
PARTNERS

Dear Sir:

Your request for a copy of our 1953 Book of Berries has been received. We want to thank you for this inquiry. However, the 1953 edition will not be received from the printers and ready for distribution until after Christmas. At that time a copy will be mailed to you promptly.

To the meantime won't you look over this 1952 Book of Berries in which you will find and select a few plants to grow. The plants are shipped in a box and you will receive them in a few days. The plants are shipped in a box and you will receive them in a few days.

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descriptions, can you be sure of interest? If you want plants shipped this fall or want to place an order for later shipment you may do so at prices quoted on page 31. Prices in the 1953 book will be slightly higher on some varieties.

Again thanking you, we are,

Very truly yours,

W. F. ALLEN COMPANY

By:

W. Lee Allen

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SUPERFECTION { our first choice of all the everbearers because it is easiest to grow and most productive.



*Strawberries Will Pay
When Grown This Way!*

Strawberries Pay

Why do we think strawberries will pay?

Because the actual consumption of and potential demand for strawberries is tremendous. This demand is continuously stimulated in many ways.

1. Strawberries are universally popular. Everybody likes them. The per capita use of strawberries is large wherever good strawberries are available because they have everything a product needs to sell itself—eye appeal, taste appeal and food and health value, including a very high content of vitamin C.
2. Look at the May, June and other issues of leading magazines. You will find that manufacturers of cereals and other food products use strawberries in color to call attention to their own products. This publicity keeps the appetite of millions of people whetted for this fine fruit.
3. In addition to their use in preserves, jams, jellies, etc., the processing industry has made use of strawberries in some form throughout the year. The fast growing quick freeze industry has opened up another vast new market. In these days "fresh strawberries" are available the year round. We say "fresh" strawberries because they probably retain more of their natural flavor than any other frozen fruit. Even though quick frozen berries are always available at your favorite grocery store, millions of people who own their own quick freezers or who rent frozen food lockers want their own frozen berries—a crate or two each season. This alone will create a big demand for locally grown berries regardless of how many have been frozen by processors.
4. The number of consumers in this country is increasing by leaps and bounds. More strawberry consumers were added to the population of the United States last year than the entire population of the Dominion of Canada.
5. The distribution of berries in these days is excellent and helps to increase consumption. Trucks, large and small, take berries to every town and village as well as the large cities. Universal use of automobiles enables city and town people to get out in the country and buy their strawberries fresh from the farm. The quantity of strawberries sold at roadside markets in this country is tremendous. Very frequently these berries are sold at prices just as high or higher than prices being asked at grocery stores.

Lots of people are going to make good money supplying berries for this tremendous demand. You can be one of them.

What can we do to make Strawberries Pay?

Profit insurance may not be available but these things will surely help a lot.

1. As a high return per acre is expected, use some of your best land.
2. Obtain good plants of fancy, high-yielding varieties suited to your market and climate. You can get the truth about varieties—good points and bad—from the pages of this berry book.
3. Grow some berries every year. Don't try to out-guess the market. It's hard to do.
4. Give them good care. Early setting, proper hoeing and cultivating, fertilizing as needed, careful picking, handling and marketing of the fruit.
5. Don't grow too many. One or two acres well cared for may give more profit than ten acres neglected.

The grower with several acres should spread his season by having three or four varieties, should have his help lined up as definitely as possible, and should have varieties that will hold reasonably well for three or four days if labor shortage or bad weather prevent normal picking. The big grower who has planned well can and often does make big profits but the smaller grower is really the one who is sitting pretty from a profit standpoint.

As you make your farm plans with a full consideration of all the crops you may grow, we believe you will find that strawberries have a definite place as one of your money crops.

You Won't Go Wrong with
ALLEN'S TRUE-TO-NAME
Strawberry Plants

Standard of the Industry for 67 Years!

Everything you get for your time, planning, money and work in growing strawberries either commercially or in the home garden will depend on what you can get the plants to do. It is quite apparent that the best plants you can get are the ones you should use.

Long years of experience in growing, handling and shipping good plants enable us to supply plants which we honestly believe are the best you can buy. As the only fairly large nursery in the country growing and selling no other nursery crop we should do this one thing a little better than those who grow and sell a large number of products. We are certain you will find on the average no plants superior to Allen's plants, few if any equal to them.



*Strawberries
Pay With
Plants Like
These!*

Allen's Plants Are:

1. **True-to-variety-name**, the kind of plants you order is the kind of berries you pick.
2. **Easy to set** with dead leaves and runners removed, roots straightened and bundled evenly, they "peel off" like clockwork for either hand or machine setting.
3. **Fully labelled** with a variety label in each bunch of 25 plants.
4. **Good plants**, vigorous healthy crown, strong roots system, full of pep.
5. **Carefully handled and packed** to reach you with their vitality unimpaired, ready for quick starting, rapid growth and full production.

Two Bits of Evidence

Linn Co., Iowa. April 20, 1951. "Received both shipments of plants; 6,000 arrived on the 14th and 12,000 on the 18th. Plants arrived in fine condition and we are very well pleased with the large crowns and heavy roots of the plants."
Lee Rhoads.

Rockland Co., N. Y., May 1, 1951. "Just a note to express my appreciation for the excellent strawberry plants which you recently sent me. Each plant was exceptionally well developed with a strong root system and I believe that each one has rooted well in the garden since I set them out. I do not think that I have ever gotten such healthy, well-developed plants from any grower before."
Edwin F. Voigt.

Berry Gardens

You may not have "**Acres of Diamonds**" in your backyard but you can easily have "**Rows of Jewels**," those sparkling red jewels that are beautiful to behold, tempting to taste, economical to eat, voluminous with vitamins, superb for sharing and profitable to produce.

Fresh luscious strawberries should be grown in every home garden. Anybody—any normal person—beginner or experienced, can grow strawberries successfully. With the simple directions on pages 24 to 27 you should have no trouble.

Anywhere—strawberries are grown successfully in every state in the country, plus Alaska and Canada on the north and Mexico and Cuba on the south.

*Start
with
Perfect
Plants*



*and
You
Will...*

Kent Co., Texas, Dec. 17, 1950. "Am enclosing snapshot of my strawberry patch. I do not think the picture does justice to my beautiful plants."

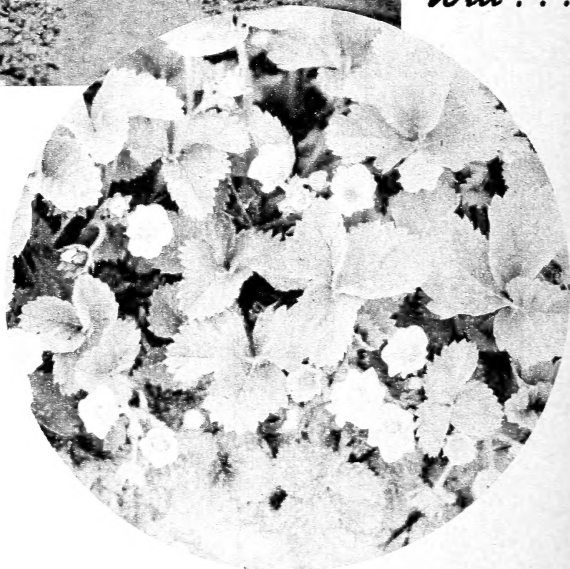
Basil C. Cairns.

Suffolk Co., Mass., Jan. 25, 1951. "I am a boy 11 years old, living in a congested city area, but with a small patch of land that I used for my strawberry bed. From the first day that I put my plants down to the day I sheltered them from the winter it was a joy and a hobby I enjoyed very much. My mother, as well as myself, took great pride in serving fresh strawberries from my small patch. I do want to say I felt it no work and effort to take care of the berries, but it proved to offer something to keep me interested and busy."

Kenneth DeCarolis.

Allegheny Co., Pa., July 21, 1951. "Have been very satisfied with your plants as growers and bearers. Have purchased just for a garden plot several times in the last 18 years; have eaten all we could, made preserves and canned a few; in fact, they lasted until the new ones came every year."

Mrs. Marie Laudini.



Newport Co., R. I., May 1, 1951. "Please accept my sincere thanks for the strawberry plants splendidly packed and not dry. I have your catalog here before me and as I look I wonder if even you realize how very much pleasure you have given to the many people who have enjoyed this most enjoyable of fruit from your plants. I am 86 years old but still work in my garden every day."

John M. Sloane.

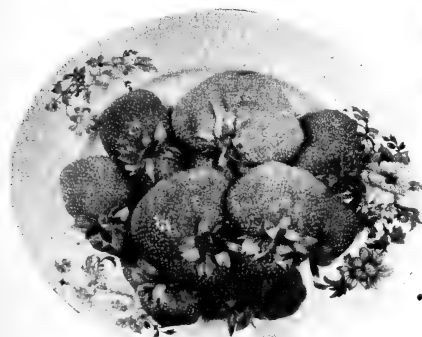
and Profit Plots

Strawberries know no equal as a crop for big profits from small areas. An over-size family garden or profit plot will provide not only all the delights of a family supply of strawberries but will provide a very real addition to the family income. In such a project every member of the family, young and old, can help. In such a project spare time can be used with gain to health and bank account. In such a project good training can be provided for boys and girls, the rewards from their work and responsibility in growing and selling berries will provide encouragement to see it through. Easy to sell! Good strawberries have an eye appeal and a tastiness which attract the buyer. An ad in your local paper, a short spot on the local radio station, a sign along the road, or maybe just a word spread among a few friends will nearly always bring buyers to take all the berries you have to sell—and at good prices.

Strawberries—the quickest to produce of any fruit crop; the first to bear in any crop year.

Strawberries—fresh from the vines, with sugar, in shortcake, in ice cream, as preserves, in the home freezer or rented locker.

Strawberries—a budget aid. Why spend money for lesser desserts in berry time?



... Finish with Fine Fruit!

Carroll Co., Md., Feb. 14, 1951. "I only have a small piece of land. But off our 750 plants I sold over \$150.00 worth of the finest berries besides what I used for the family which was quite a lot, as I love them. Thanks."

Laura Burali.

Westmoreland Co., Pa., March 16, 1951. "I have grown Premier ever since 1942; have never missed a crop. I plant around 500 plants in rows 42 in. apart and let them spread out about 18-20 in. wide. Three years ago this summer I had 736 qts. from a bed of this kind."

Chas. Lowmaster.

New Haven Co., Conn., Sept. 22, 1952. "My Gem plants have done excellent, and show better than the others. Many people have remarked about the fine looking plants I have, and I have passed your name to them."

J. R. Cruickshank.

Auglaize Co., Ohio, March 12, 1951. "Just a line to let you know that I was very much pleased with the 50 Premier strawberry plants which I purchased from you in the spring of 1949. The plants were very vigorous and everyone of them grew. I picked over 100 quarts of the finest quality berries I have ever seen from these 50 plants last spring."

William F. Strohm.

Kane Co., Ill., Aug. 30, 1951. "We sold 3175 quarts of berries this spring. It seems like every year we plant more yet we never can supply the demand."

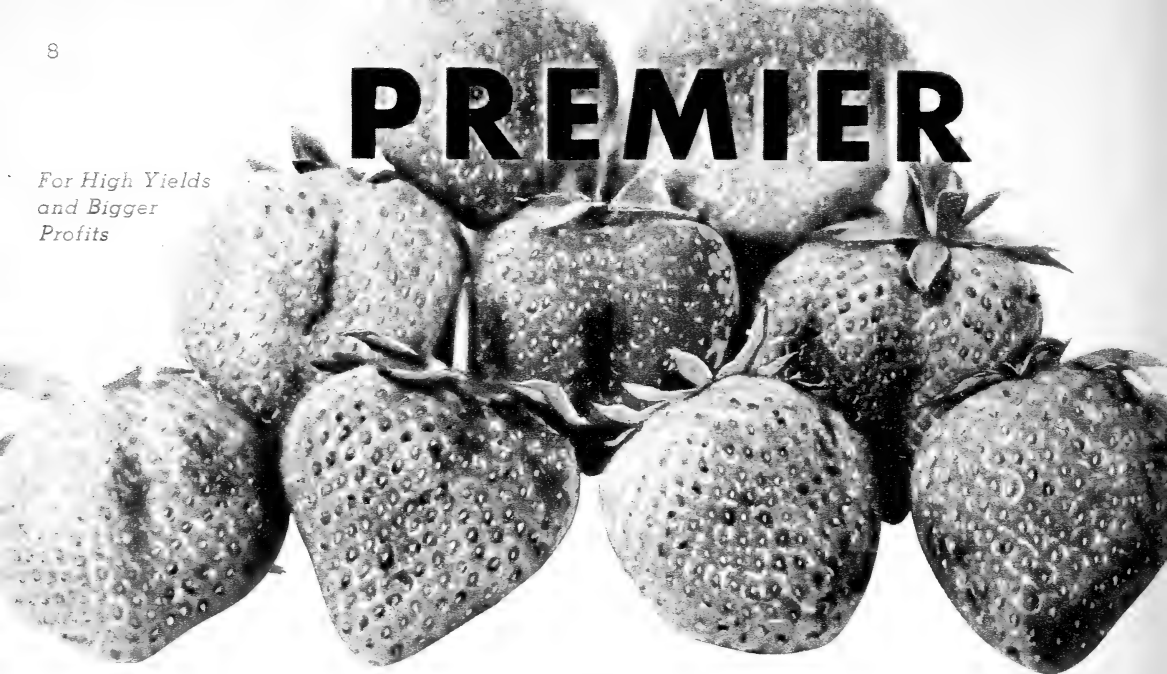
Mrs. Guy Hall.

Hennepin Co., Minn., Jan. 9, 1951. "I wish to congratulate you on printing a perfect nursery catalog. You tell the good qualities of your nursery plants and also the faults if they have any. Other nurseries invariably avoid this."

Grant Martin.

PREMIER

*For High Yields
and Bigger
Profits*



The Frost Proof Berry

Premier, introduced in 1915 before the First World War, has never missed bearing a good crop of berries. More records of high yields and profits have been made with Premier than with any other variety. Practically all of the better new varieties of today propagated at the U. S. D. A. and various Experiment Stations have "Premier blood" in their veins.

Premier is the most popular and widely grown berry in all the northeastern part of the United States, reaching as far south as Virginia and Kentucky and west beyond the Mississippi River and north into Canada.

Here is a typical letter from a good Premier grower:

Crawford Co., Pa., March 2, 1951. "I am writing this to tell you that I received 1,000 Premier plants from you in 1949 and they really did produce a nice crop of berries for me in 1950. We picked 735 quarts of the nicest berries at one picking, and a total of 2,000 quarts in all. We thought this was a real good turn out." **Glenn Deeter.**

In detail here are some of the reasons for Premier's continued popularity:

PLANT GROWTH, moderately vigorous and very healthy with scarcely a trace of any kind of disease.

PRODUCTIVENESS, at the top. Equalled only by a few of the best like Catskill and three or four others.

SURE CROPPER, if you get a good plant bed it just doesn't miss bearing a crop. Nearest frost proof of any variety in history.

BERRIES, medium to large in size with the last of the tremendous crop running down in size toward the end of a dry season. Berries are bright and attractive, showing up well on the market, particularly those grown in northern areas. Quality is good, not up to Fairfax and Fairpeake but better than Blakemore, Robinson and similar varieties. Excellent for freezing, not the best but considered satisfactory by most processors. Premier berries are firm enough to ship moderate distances to market. When produced in the northern part of the Premier territory berries are usually firmer, brighter and of somewhat better quality than when grown farther south.

In some sections other varieties are beginning to replace Premier in a limited way but this should be done only after a thorough try out of the new variety as compared with

Premier. Plant Premier with confidence. It is the nearest to a sure thing that the strawberry industry has ever developed.

Ripening season medium early, only a day or two later than Blakemore.

Due to having a very vigorous strain of Premier plants we are able to offer Premier at a slight reduction from last year's price, in spite of continually increasing cost of operation. Price List page 31.

MAYTIME

A U. S. D. A. seedling released in 1941. It makes a vigorous growth, berries are firm, light, similar to Blakemore in appearance, but larger and of much better quality. Maytime is the earliest of all varieties and where tried has generally done well in the middle states from the Atlantic Seaboard as far west

as Missouri. Well worth trying. Price List page 31.

HOWARD 17

Same as Premier. This variety was first introduced as Howard 17. It is still known and grown as Howard 17 in New England and a few other areas. Call it Premier or call it Howard 17, it is still the safest berry to plant.

EMPIRE *A Brand New Berry with Big Possibilities*

Empire originated at the Geneva Experiment Station in New York, the result of a cross of Dresden and Sparkle. Dr. George L. Slate, the originator, announced its release for introduction to the strawberry trade in September, 1950. We saw Empire in our own trial beds in 1950 and in several different fields in New York State in 1951. It's a grand berry and well worthy of trial wherever Premier is grown. On its record to date it is better than Premier in five important ways:

1. Empire is a more vigorous grower than Premier.
2. The berries are much better in quality than Premier.
3. The average size of Empire is larger than Premier.
4. Empire berries are much more attractive and should command a higher price than Premier grown under similar conditions.
5. The berries are fully as firm as Premier with a tougher skin which makes them hold and ship better.

Empire is not quite as productive as Premier but is a very heavy yielder. In dry seasons when Premier berries run down Empire could well yield just as many quarts of marketable fruit and better fruit. The almost perfect record of Premier in resisting frost and always coming through with a heavy crop is not matched by Empire. It has been regular in production during the testing years but only time will tell if it can approach Premier when the going gets tough. Empire should be thoroughly tested wherever Premier is or has been grown. If Premier for any reason is not at its best, Empire may prove to be the free growing medium early variety which will be a profit maker for the grower. Even where Premier does well, Empire will fill the need for a fancier berry, larger, more attractive and better in quality.

Season of ripening, about one week after Premier. We have a fairly good supply of plants which have made a nice growth. Even though Empire is brand new, we have kept the price of plants moderate so that no one need pass it up this first year without a trial. Price List page 31.



Empire

*Fairfax—Tops
in Quality*



FAIRFAX

Fairfax is first for fine flavor and has many other sterling qualities which have made it one of the most popular home garden and roadside market berries. Repeat sales are the rule wherever the consumer is close enough to the producer of Fairfax to know it by name. "I want those large dark berries; they are so good," buyers will frequently say.

Fairfax is adapted over most of the Premier territory (see page 8), will do well a little farther south and possibly not quite so well in very severe cold climates. A vigorous, very healthy plant helps **Fairfax** produce the wonderful berries it bears. The plants are usually larger and stronger than Premier, not quite so good in number of plants. Production is good, not as heavy as Premier and Catskill but under good conditions often yielding 5,000 quarts or more per acre.

Fairfax berries are very firm, just as solid as Blakemore and other leading shipping berries. The berries are beautiful when they first ripen and they will hold for days if conditions are not too hot and humid. However, after several days they become very dark red, almost purple. If picking is neglected these several days old but still solid berries when mixed with brighter ones just ripening present a rather unattractive and mottled appearance. Keep **Fairfax** picked closely, unless you prefer the rich dark color which becomes a mark of quality.

The fine flavor of **Fairfax** berries is retained when used for freezing. Processors like **Fairfax** for putting in small consumer packages. Lighter berries like Blakemore and Tennessee Beauty are preferred when sold in large commercial packages. The first berries on the **Fairfax** clusters are nearly always large, being broad and fan-shaped. The later ones are somewhat smaller but still larger than Premier on the average.

It is not of great importance commercially but the beautiful foliage and large blossoms of **Fairfax** make it one of the best varieties when strawberries are used for decorative planting in pots, borders or beds.

We have been selecting our planting stock of **Fairfax** very carefully for several years. It seems to have paid off this year as our **Fairfax** plants are just as good as those of other varieties normally much more prolific plant makers. **Fairfax** should be in every home garden, North of North Carolina and East of Mississippi. You just can't beat it for flavor. For those who want the best in strawberry flavor the search can end with **Fairfax**.

Ripening season medium early, a day or two later than Premier in Maryland, as much as ten days later in New York and other northern sections. Price List page 31.

Friends of Fairfax say:

New Haven Co., Conn., Feb. 5, 1951. "Just a word to tell you how much we are enjoying your strawberries. The Fairfax were very satisfactory."

Mrs. Emil W. Lundstrom.

Payette Co., Idaho, Feb. 7, 1951. "We were delighted with the Fairfax berries. Every plant grew."

Thos. H. Goss.

Bergen Co., N. J., April 29, 1951. "There is no berry like Fairfax for flavor."

R. R. Rogers.

Suffolk Co., N. Y., March 13, 1951. "We had some of your Fairfax plants and I never before saw such huge beautiful berries. It was a great pleasure to pick them."

Maurice French.

MIDLAND

Midland just misses being one of the greatest strawberry varieties. In six or seven characteristics which a great berry must have Midland ranks with the best. In productiveness it equals Premier, Catskill and Sparkle; in quality surpassed only by Fairfax and Fairpeake, better than Premier; in size Midland probably will average as large as any variety grown today except possibly Robinson and Catskill; in firmness Midland is surpassed only by a few like Blakemore and Tennessee Beauty, firmer than Premier, Catskill, Sparkle, etc.; in appearance Midland is beautiful when it first ripens, it becomes fairly dark on holding. As a freezing berry Midland is at the very top; most tests show none better, few equal to Midland for freezing.

Midland often fails in making enough plants for a fruiting row except under nearly ideal conditions. For planting in the hill system Midland is excellent. For commercial planting, using the matted row system, Midland presents a challenge for those who think their land would grow too many plants. It is said that the virus disease which for years reduced the vitality of Catskill affects Midland by limiting runner production. Whatever the reason Midland seems determined not to make enough plants. For the hill system or for the lucky ones who can get a good plant bed nothing could be finer than Midland.

Ripening season medium early, about with Fairfax. Order Midland plants early. There surely will not be enough to go around this season. Price List page 31.

Midland Better Than Premier for Mr. Martin
Lancaster Co., Pa., Dec. 11, 1950. "The spring of 1949 I planted some Midland and they did very good for me. If they do that in a poor season they surely ought to do good in a good season. Midland is a fine berry and they even did better than Premier last spring."

Amos G. Martin.

Midland Best of All for Mr. Vinton
Plymouth Co., Mass., Jan. 21, 1951. "Some of the varieties we have in our garden are Midland, Catskill, Fairpeake, Redstar and a few of the Streamliner. I think that the Midland is the best berry of all."

Kenneth Vinton.

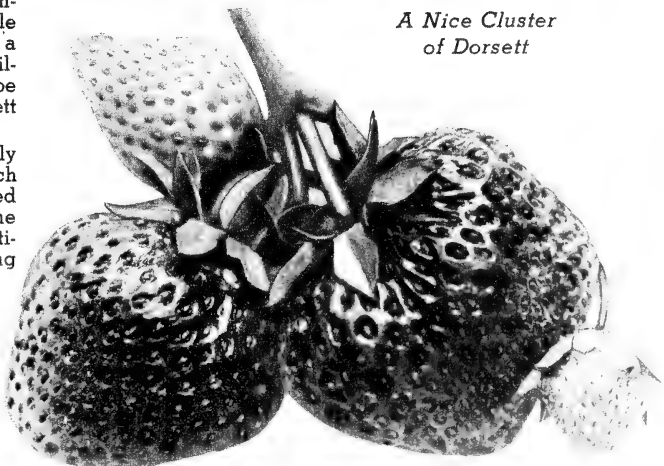
A splendid variety with many good qualities and one major fault. In 1932 when first introduced Dorsett had tremendous vigor and productiveness. The berries were large, very attractive, light in color, firmer than Premier and superb in quality, equalled only by Fairfax. Dorsett's one weakness is its inability to set a heavy crop under unfavorable conditions, due partly to the fact that it is a poor pollinizer and partly to its susceptibility to frost injury. Frosty sites had to be avoided. This fact alone prevented Dorsett from replacing Premier in many sections.

Three or four years ago Dorsett apparently became infected with virus trouble which reduced its vigor. Dorsett popularity reached its lowest ebb. In 1949 we obtained some plants from the University of Maryland certified by the U. S. D. A. at Beltsville as being virus free. This stock from the first has had the original vigor of Dorsett stock and this year has made strong splendid looking plants. Growers who have known and liked Dorsett in previous years might find it well worth trying again. At its best it is hard to find a better variety than Dorsett.

Ripening season medium early, about with Premier. Price List page 31.

DORSETT

*A Nice Cluster
of Dorsett*



BLAKEMORE

*Early,
Solid,
Productive*

*A Great
Shipping
Berry*



The remarkable performance of Blakemore throughout the southern and lower middle states has been universal. The only thing that has weakened its vigor and decreased its high yields is the yellows. In the two fields from which we expect to dig plants for your Blakemore orders this spring we have not found one single piece of yellows. Due to the nature of Blakemore yellowing no one can know for sure that their stock is yellows-free, but the stock we offer you this season we believe is the finest you can get anywhere.

Several new varieties have been put forth as rivals of Blakemore, but Blakemore is still boss of the lot. Blakemore is grown on more acres than any other strawberry in the world. It leads all others in total production and total acres planted. Blakemore is the best early shipping berry the southern states have ever had.

Blakemore territory reaches into all the southern states and as far north as southern Pennsylvania and New Jersey, the coastal areas of New England and the southern half of Ohio, Indiana and Illinois. With few exceptions it is not recommended farther north.

Performance alone brought **Blakemore** its great popularity and lightning like spread over the south and lower middle states. In some areas it revived a lagging berry industry. Here are some of the details which have made possible the great record of this berry:

Blakemore is a strong, vigorous grower which makes a good fruiting bed under almost any conditions.

Berries are very firm—ideal for long distance shipping.

Berries ripen uniformly all over and have a bright attractive color which they retain even after they get quite ripe.

Blakemore berries are most popular with commercial canners and packers. At times they will take no other variety. The fact that the berries are quite tart as well as firm may partly explain this. As fresh fruit they must have sugar added to be good.

Blakemore berries are medium to large in size when beds are not too thick. Some thinning of plants helps eliminate the small berries which very thick beds and dry weather tend to produce.

Blakemore will stand more abuse and neglect in growing, picking and shipping than any other variety ever known and still make money for the grower. To make still more money for the grower use ALLEN'S yellows-resistant stock.

Season of ripening very early. Price List page 31.

TENNESSEE SHIPPER

(Missionary x Blakemore)

Introduced in 1941 by the Tennessee Experiment Station. Tennessee Shipper is a very vigorous grower making larger, stronger individual plants than Blakemore but generally not quite as many of them. The plants are very productive. Berries are the firmest of any variety we know. Tennessee Shipper can be neglected for four or five days at a time if necessary and still be picked and shipped moderate distances. Berries are fairly light, long conic in shape and excellent for freezing. In several fruiting tests here Tennessee Shipper has been about as productive as Blakemore. Reports from Tennessee and Kentucky indicate strongly that where Tennessee Shipper has been planted to supplement or replace Blakemore no grower has dropped Tennessee Shipper entirely and gone back to Blakemore. Tennessee Shipper is a variety for the upper South and middle states. One report, "Wisconsin Horticulture," Oct. 1951, states that Tennessee Shipper was the finest berry at a nursery there with Robinson second. This claim says "The yield is so heavy I doubt if this berry could be raised unless irrigation is available."

Even though a Blakemore seedling, Tennessee Shipper has shown no tendency toward yellows even after several years. In Tennessee this variety has shown less tendency to winter injury than other varieties grown under similar conditions. Perhaps it will grow farther north even though it is primarily a southern shipping berry.

Ripening season early, about with Blakemore. Price List page 31.

TENNESSEAN

One of the new varieties originated at the West Tennessee Experiment Station by Dr. Brooks Drain. Tennessean is an early berry resembling Blakemore somewhat in appearance. The plant growth is very vigorous, probably just as good as Blakemore. Claims have been made that it blooms later and ripens with Blakemore. This, if true, would be favorable in avoiding late frosts. This claim has not borne out in tests at the U. S. D. A. Station at Beltsville. We have not fruited Tennessean ourselves. Tests in Tennessee indicate that it out yields Blakemore, is a very good freezer and an equally good shipping berry. We have some splendid beds of plants for your orders this spring.

Ripening season very early, with Blakemore. Price List page 31.

KLONMORE Strictly a berry for a part of the south—the lower part of the Gulf states, Florida and the eastern coast area of Georgia. A cross of Klondyke and Blakemore, light in color, uniform in shape, attractive in appearance, and firm enough to ship anywhere. In the regions indicated Klonmore is much better in quality and is said to be more productive than Blakemore, Klondyke or Missionary. Perhaps a southern shipping berry of high quality will result in greater consumption and better prices for southern berry growers. It is well worth trying in the region indicated. Price List page 31.

SUWANNEE (Missionary x Premier.)

This new berry was originated by the U. S. D. A. It is very early, a free grower and has very fine quality. It is considered the best home garden berry the southern states have ever had and there have been good reports from Suwannee from as far north as New York State. The berries are rather long and pointed, fairly light and very

attractive. The cap or hull generally stands up from the berry leaving a smooth neck. Although Suwannee is solid enough to be a shipping berry, high quality has made it known primarily as a garden variety. Worth trying in the middle states and a "must" for southern berry gardens. Price List page 31.

KLONDYKE A solid southern shipping berry which until Blakemore appeared was grown on more acres than any other variety. Still widely grown, but has been replaced in many sections by Blakemore and Klonmore.

Berries firm, light, ripen evenly, good for processing. We have no special selling talk on Klondyke but for those who know it like it, we have some of the strongest, most vigorous and robust plants of Klondyke that we have ever grown. Price List page 31.

MISSIONARY Leading berry in Florida and popular in other southern states. Missionary will do well on almost all soils, but will do better than most on lighter soil types. The berries are medium in size, dark red in color, rather tart quality and attractive in appearance. It is a very good shipper, and is also a favorite with the "cold pack" or "juice" man. Price List page 31.

SENATOR DUNLAP A fine old variety that has been grown in the middle and northern states for many years. It is an extremely vigorous grower, making lots of plants which are very productive. Berries are medium in size, a bright rich red clear through and of good quality. One of the best for canning. The hardiness of the Dunlap plants makes the variety a favorite where the cold winters injure the weaker kinds. Canada, Maine, Iowa and Minnesota are among the places where Dunlap is appreciated. We have the best supply of good plants that we have had for several years. Price List page 31.

See . . . our Bargain
Collections on Pages
28 and 29



CATSKILL

King of the Midseason Kinds

Catskill, like Premier, is at its best in the northern states, as far west as the Mississippi Valley and in higher elevations as far south as North Carolina and Tennessee. In the southern part of this territory, say as far north as the Ohio Valley, Catskill is strongly challenged as a midseason to late berry by Tennessee Beauty.

Catskill, like Premier, is one of the hardiest varieties known. For big crops of big berries, early and late, year after year, you can't beat Premier and Catskill.

For several years Catskill has not had all its original vigor. Plant pathologists say that it is due to a virus disease that attacks all strawberries to some extent but is more serious on Catskill than on some of the other kinds. Several years ago we started getting Catskill stock from several different sources to find one that was either free from virus or resistant to virus. From the many strains tested we have found one that has most of the original vigor of Catskill even though it may not be entirely free from virus.

The growth is very vigorous with this Catskill stock, equalling Premier, Fairfax, Dorsett, as it used to do.

In some areas of the north Sparkle, Temple and Robinson are supplementing or replacing Catskill as a very productive midseason berry. All of them are fine but if you have grown Catskill successfully and want them like they used to be, we urge you to try our selected Catskill plants.

Why did Catskill become so popular so quickly with so many growers?

1. The plants are one of the most productive of all kinds, equalling or surpassing Premier.
2. Catskill's record of frost resistance and hardiness is surpassed only by Premier.
3. More big berries than any variety we know, as well as greater total production.
4. Berries firmer than Premier, as firm as Dorsett, can be shipped successfully moderate distances.
5. Quality excellent, better than Premier, not as good as Fairfax.
6. Very attractive in appearance, light color darkening very little on holding.
7. Good freezing berry, easy to pick and cap.

Starts ripening in midseason, continuing as long as many late kinds. Price List for ALLEN'S SELECTED CATSKILL plants on page 31.

TENNESSEE BEAUTY



By far the best of the new Tennessee varieties, on which there are now no restrictions as to sale and resale. After several years trial it is our considered opinion that Tennessee Beauty where it is adapted is the finest late shipping berry the southern and lower middle states have ever had. Tennessee Beauty is a cross of Missionary x Premier, the same parentage as Blakemore. We believe it should be planted widely wherever Blakemore is grown, in an area extending from the upper half of the Gulf states, north to central Indiana-Ohio-Pennsylvania. Sometimes, like Blakemore, Tennessee Beauty is good farther north. A letter from Adolf Werum of Westchester County, New York, on January 5, 1951, states "For your information I have grown Tennessee Beauty for five years. They do well and are as satisfactory as the best of other varieties."

Experience proves that very large profits per acre are usually made on fairly small acreages. As insurance for larger growers in the area described we recommend Blakemore for early, Tennessee Beauty for late. Why? Because:

1. Both are sure to grow, always making a good fruiting bed.
2. Both are very solid; they can be shipped practically any distance. Also if bad weather or shortage of help delays picking berries are still marketable after four or five days.
3. Both are very pretty with a light attractive color which darkens little on holding and sells well on the market.
4. As freezing berries they stand at the very top, a fact which puts a lot of insurance into your berry venture.
5. The great productiveness of Blakemore is well known; five year yield records at the West Kentucky Experiment Station showed Tennessee Beauty average yield higher than Blakemore.

Tennessee Beauty and Blakemore look like a money making combination to us.

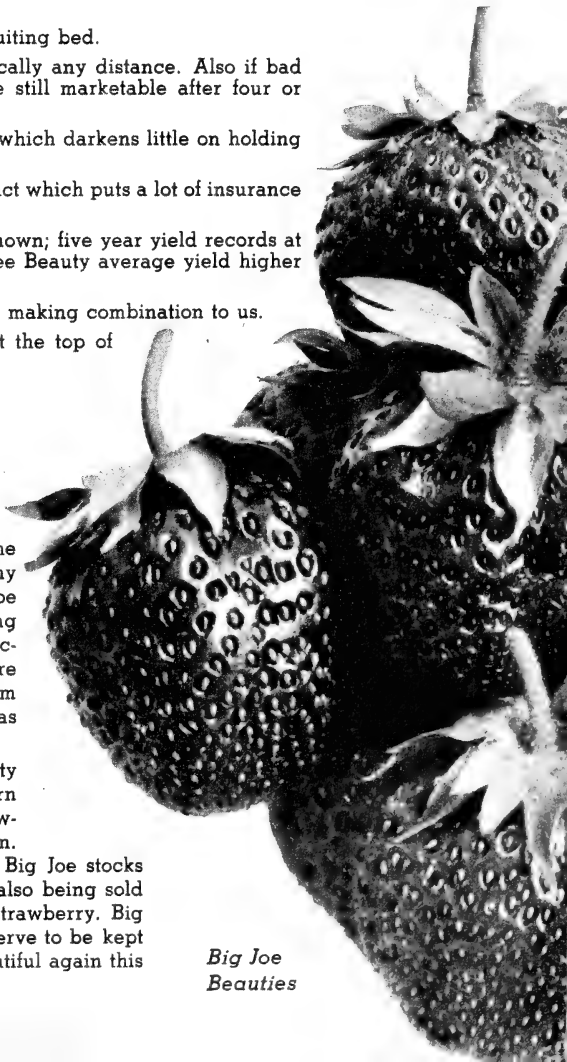
Look at the picture of Tennessee Beauty berries at the top of page 2. They are really beauties.

Ripening season medium late. Price List page 31.

BIG JOE

One of the oldest varieties we have and still one of the best. The virus disease which seems to be weakening many of our better varieties has apparently not affected Big Joe at all. It is still easy to get a vigorous, strong, robust fruiting row of Big Joe plants. The plants are moderately productive of berries that average quite large in size. Berries are bright red with an attractive green cap which makes them very showy. Berries are fairly firm, as good shippers as Catskill, better than Premier.

Big Joe is not as hardy as Premier and Catskill. Frosty sites should be avoided, especially if planted in northern states. Locally Big Joe is badly mixed with Lupton in growers fields, Big Joe often being called Improved Lupton. Lupton has been sold as Townking. Since Lupton and Big Joe stocks have become badly mixed we find that Big Joe is now also being sold as Townking. Under either name it is a very fine old strawberry. Big Joe berries are far better in quality than Lupton and deserve to be kept straight. We have them straight and the plants are beautiful again this year. Price List page 31.



*Big Joe
Beauties*

TEMPLE • FAIRLAND

These three varieties will really grow. Temple, Sparkle and Fairland are all splendid var and produce in red stele infected soils. There is no reason to stop growing strawberries p things these three varieties have in common is their robust plant growth and free product a common parent, Aberdeen, which has this red stele resistance in a very high mea those sections that are bothered with red stele one or more of these three varieties c be continued or revived.

Productiveness: Temple, Sparkle and Fairland rank with the best like Premier Temple has made outstanding yields in Maryland, New Jersey, New England and been a very heavy producer with extra good yields also in New Jersey and Penn Premier and Catskill; recent reports indicate heavy yields in Michigan, Indian

Ripening Season: All three varieties ripen midseason to late; Temple and later; all three bearing over a long ripening season, Sparkle having a very

Adaptation: Results to date indicate that these varieties will be at their be far west as the Mississippi Valley and as far south as central Pennsylvania Jersey, Pennsylvania. In the same latitude Sparkle is good farther west b widely adapted than either Sparkle or Fairland; well adapted in all the west as the Mississippi Valley.

Being very heavy producers all of these varieties need springy, m even on lighter soils there is hardly ever any difficulty in getting

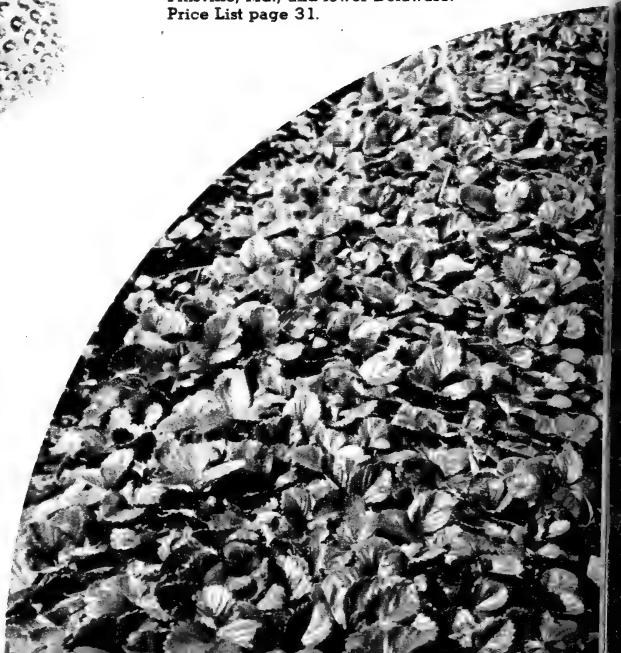
Temple
(reduced)

TEMPLE berries average large in size, attractive in appearance (see picture) becoming dark on holding. Temple berries are firmer than either Sparkle or Fairland. As a shipping berry in eastern Maryland, Temple has become the most widely grown of all varieties even on soil not infected with red stele. Temple berries are very good in quality, better than Premier and Catskill, not as good as Fairfax and Fairpeake. Temple has become very popular very quickly in this area because it will grow always, produces heavily and is of good quality. Its fame is spreading rapidly north and west. The one objection to growing Temple in big acreages is that it is not well liked as a freezing berry, although sometimes accepted by processors in connection with other varieties. Temple has saved a profitable strawberry industry around Pittsville, Md., and lower Delaware. Price List page 31.

FAIRLAND beautiful bright light as Black very little or very attractive and are firm moderate dis tion of Mich siderable ac they were w ers. Fairland larger in siz Blakemore. two years ou chusetts test land product per acre, with 7,500 quarts years. Price

CULVER

Introduced several years ago by the New York Experiment Station at Geneva. It has always been a puzzle to us why Culver did not make more of a "hit" with berry growers generally. Very few varieties that we know make larger, stronger, more beautiful foliage, and very few make larger, brighter, more handsome berries. Quality is not high but sufficiently good for a commercial berry; firm enough for over-night shipment and for local markets; moderately productive. Possibly lack of great productiveness compared with Premier and Catskill may explain its somewhat limited planting. Culver is a real good berry and deserves to be tried more generally. Price list, page 31.



AND • SPARKLE

strawberries for growth and production in addition to their ability to grow even if your soil should become infected with red stele. One of the many new runners. All of them are very resistant to red stele root rot. They have this not as good in other respects as Temple, Sparkle and Fairland. For to be the nucleus around which a profitable strawberry industry could

*Sparkle Berries—
How They Shine!*

and Midland. It would be difficult to rate them in productiveness. In the mid-western states. Sparkle in New York and New England has Fairland in two four-year tests in Massachusetts out yielded both Ohio. All three varieties are very heavy producers.

ripening at about the same time, with Sparkle just a few days earlier ripening period.

at the following areas: Fairland, all of the northern states as Indiana; Sparkle, all of New England, New York, New Jersey, not as universally good as in the east. Temple, more common in states as far south as Virginia and Kentucky and as far

to size and mature the tremendous crops of fruit, but they are in every fruiting row.

have a almost as and darken They are package for shipping in one second a container marketed by buy- average Sparkle and and that in the Massa- above, Fair- 1000 quarts age of over for the four 31.

SPARKLE berries are round, deep red in color clear through the berry, with a shiny sparkling skin which makes them very attractive. Sparkle berries are only medium in size everywhere it is best adapted. When grown as far south as Maryland, Sparkle berries are rather soft. However, in New York State they are firm enough for nearby markets and are rated very high as a freezing berry. We believe no one berry will ever replace Premier entirely, but if further trial establish the hardiness of Sparkle this variety will be grown instead of Premier in many areas where it is best adapted. Every northern berry grower should try Sparkle. Price List page 31.



REDCROP

A new variety, released by the New Jersey Station in 1950. Plant growth quite vigorous, making new runner plants freely. Plants here were moderately productive, although in New Jersey yields of from eight to ten thousand quarts per acre have been reported. Berries medium in size, rather dark, about like Temple but more uniform in shape. Quality good, but not high, about like Premier. In 1950, a wet year, foliage showed some leaf spot and quite severe rotting of fruit. We did not fruit it in 1951. Well worth trying a little farther north than Maryland. Price List page 31.

*Sparkle—Plants Like These Will
Grow for You!*

TEMPLE • FAIRLAND • SPARKLE

These three varieties will really grow. Temple, Sparkle and Fairland are all splendid varieties of strawberries for growth and production in addition to their ability to grow and produce in red stele infected soils. There is no reason to stop growing strawberries profitably even if your soil should become infected with red stele. One of the many things these three varieties have in common is their robust plant growth and free production of new runners. All of them are very resistant to red stele root rot. They have a common parent, Aberdeen, which has this red stele resistance in a very high measure, but is not as good in other respects as Temple, Sparkle and Fairland. For those sections that are bothered with red stele one or more of these three varieties could well be the nucleus around which a profitable strawberry industry could be continued or revived.

Productiveness: Temple, Sparkle and Fairland rank with the best like Premier, Catskill and Midland. It would be difficult to rate them in productiveness. Temple has made outstanding yields in Maryland, New Jersey, New England and some of the mid-western states. Sparkle in New York and New England has been a very heavy producer with extra good yields also in New Jersey and Pennsylvania. Fairland in two four-year tests in Massachusetts out yielded both Premier and Catskill; recent reports indicate heavy yields in Michigan, Indiana and Ohio. All three varieties are very heavy producers.

Ripening Season: All three varieties ripen midseason to late; Temple and Fairland ripening at about the same time, with Sparkle just a few days later; all three bearing over a long ripening season, Sparkle having a very long late ripening period.

Adaptation: Results to date indicate that these varieties will be at their best in about the following areas: Fairland, all of the northern states as far west as the Mississippi Valley and as far south as central Pennsylvania, Ohio and Indiana; Sparkle, all of New England, New York, New Jersey, Pennsylvania. In the same latitude Sparkle is good farther west but apparently not as universally good as in the east. Temple, more widely adapted than either Sparkle or Fairland; well adapted in all the northern states as far south as Virginia and Kentucky and as far west as the Mississippi Valley.

Being very heavy producers all of these varieties need springy, moist soil to size and mature the tremendous crops of fruit, but even on lighter soils there is hardly ever any difficulty in getting a satisfactory fruiting row.

Temple
(reduced)

TEMPLE berries average large in size, attractive in appearance (see picture) becoming dark on holding. Temple berries are firmer than either Sparkle or Fairland. As a shipping berry in eastern Maryland, Temple has become the most widely grown of all varieties even on soil not infected with red stele. Temple berries are very good in quality, better than Premier and Catskill, not as good as Fairfax and Fairpeake. Temple has become very popular very quickly in this area because it will grow always, produces heavily and is of good quality. Its fame is spreading rapidly north and west. The one objection to growing Temple in big acreages is that it is not well liked as a freezing berry, although sometimes accepted by processors in connection with other varieties. Temple has saved a profitable strawberry industry around Pittsville, Md., and lower Delaware. Price List page 31.

FAIRLAND berries have a beautiful bright color, almost as light as Blakemore, and darken very little on holding. They are very attractive in the package and are firm enough for shipping moderate distances. In one section of Michigan where a considerable acreage was marketed they were well received by buyers. Fairland berries average larger in size than Sparkle and Blakemore. Bear in mind that in two years out of four in the Massachusetts tests cited above, Fairland produced over 10,000 quarts per acre, with an average of over 7,500 quarts per acre for the four years. Price List page 31.

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Sparkle Berries—
How They Shine!

CULVER

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Sparkle—Plants Like These Will
Grow for You!



CHESAPEAKE

The Aristocrat of Strawberries

The beauty, size, rich color, firmness and attractiveness of Chesapeake berries are so outstanding that Chesapeake has made a host of friends, many of whom still consider it the "last word" in fancy strawberries. It is interesting to note that Chesapeake is one of the parents of both Fairpeake and Redstar and many of its good qualities have gone into both these newer kinds.

During the years when Chesapeake was the leading fancy shipping berry in eastern Maryland and in many other sections it was generally admitted that Chesapeake was a rather shy plant maker and not too productive except where a good fruiting bed had been made. However, the strain of Chesapeake which we have had for the last several years has made new runner plants much more freely and yields have been better.

Chesapeake is nearly frost-proof because it blooms so late in the season, but in very cold climates it is susceptible to winter injury and should be well mulched before hard freezing occurs.

Under normal conditions all Chesapeake berries, even the very last ones, reach a good marketable size. In fact the average size of Chesapeake berries compares very favorably with the largest of the newer varieties like Catskill, Midland, Temple and Robinson. The brilliant red flesh color, the prominent golden yellow seeds and the fresh green caps make Chesapeake one of the most attractive of all strawberries. The quality is excellent, differing from Fairfax but considered by many to be close to it in taste and flavor. As a fancy late shipping berry Chesapeake stands out. Price list, page 31.

FAIRPEAKE



Fairpeake late and Fairfax early are the quality twins. No other strawberries are so delicious to eat. For home garden and local market the quality of Fairpeake will make it a winner and in many sections Fairpeake is very well received commercially. For instance, Mr. Alexander D. Everitt of Sussex County, N. J., wrote us on March 20, 1951: "My best results were from Fairpeake; they are a wonderful berry and do very good for me here in New Jersey."

Fairpeake makes a strong, vigorous plant with runner production rather shy, especially under unfavorable conditions. Plants are fairly productive and carry many of the good points of their famous parents, Fairfax and Chesapeake. The beauty (see picture) and high quality of the berries usually enable the grower to get better prices for Fairpeake than for ordinary kinds. Like Chesapeake, Fairpeake blooms so late that it usually escapes late frosts. It is grown successfully in most of the Premier territory.

Ripening season late. Price List page 31.

*Fairpeake Berries,
Beautiful and Delicious!*

ROBINSON

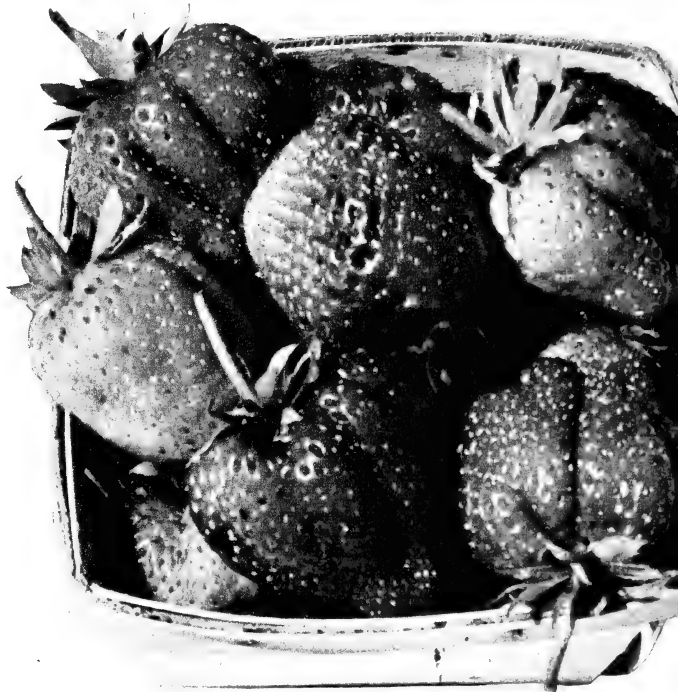
Robinson produces bigger berries from small plants than any variety we have ever seen. In fact, the average size is one of the largest of any variety. Robinson is identical with Scarlet Beauty and if it is any different from Kardinal King in either foliage or fruit we have not been able to detect it. Robinson is distinctly a berry for the northern states, its territory reaching down south of the Ohio River Valley and southern Pennsylvania.

Mr. W. S. Jacob of Brooke County, W. Va., wrote us on March 16, 1951, "I have had the Robinson for almost ten years. They hold their size right up to the last picking, the second berries come almost round, big, red, shiny, sweet as honey, better than Fairfax for this climate. However, it will not do any good in wet heavy ground, otherwise it will grow in an oak pile. I have tried most all the different strains and find it tops here. For this climate it is the best berry to sell in local market I ever saw. Got 60c a quart for every box I picked last year and could not supply the demand."

With us here in eastern Maryland it is a free grower, one of the most prolific plant makers of all. Plants are moderately productive with large berries, light attractive color and mostly somewhat ridged (see picture). Eating quality here is rather poor and the berries are quite soft. In one section of Wicomico County Robinson grown as Kardinal King has been profitable for two or three years, but due to a wet season and shortage of pickers it was a complete flop financially in 1951. Excellent reports on Robinson come from Minnesota, Wisconsin, Michigan, Illinois, Indiana, Ohio, as well as Pennsylvania, New York and some of the New England States; also from Oregon and Idaho, west of the Rockies.

In plant growth Robinson resembles Premier, having completely healthy foliage and making runners much more freely than Premier, in fact about as freely as Blakemore. With such a strong grower you need have no fears about getting a good fruiting bed.

Ripening season: Robinson could be rated either midseason or late. It is actually about half-way between the two. Our plants of Robinson are superb and will make you money. Price List page 31.



Robinson—Makes Small Plants but a Giant for Growth, Production and Profit!

LUPTON An old favorite shipping berry grown mostly in Maryland, Delaware, New Jersey, Eastern Pennsylvania and Long Island. Moderately strong grower, quite productive. Berries large, bright color; very attractive, very firm. Good shipper. Quality very poor, not good enough for gardens, but a moneymaker for many growers who ship their berries.

If you really want Lupton be careful of your source of plants. For years more than half of the fields of "Lupton" on the Eastern Shore of Maryland and Delaware have either been Big Joe or Lupton mixed with Big Joe. We have only a small stock of Lupton plants, but they are really Lupton. Price List page 31.

MASSEY A high quality late shipping berry for the south, grown mostly in North Carolina up to this time. Brings highest market prices. In North Carolina Massey is very productive, becoming less productive as far north as Maryland. The high quality of Massey justifies a place in any home garden, particularly in the south. According to reports Massey has become so popular as a commercial berry that in some sections in North Carolina the acreage equals or exceeds Blakemore. We may be bucking the trend but we firmly believe that Tennessee Beauty as a late shipping berry would be more profitable than Massey with higher yields and an equally good selling price.

Ripening season of Massey, medium to late. We have an excellent stock of well rooted plants. Price List page 31.

ERIE Erie like Empire is a recent introduction of the New York State Experiment Station. Its parentage is Sparkle and Premier, certainly an excellent start for any new kind. Erie makes strong, vigorous plants and plenty of them for a heavy fruiting row. Berries are large, maintaining their size well throughout the season. Fruit color is medium red, bright and attractive, with a skin somewhat tougher than Premier. In quality Erie about equals Premier but ripens about eight days later, or about with Sparkle.

Dr. George L. Slate, the originator, says Erie is suggested for trial for market purposes because of its

heavy crop, attractive appearance and large size of the berries which is well maintained throughout the season.

Ripening season medium to late. Price List page 31.

AMBROSIA A very big, very late berry. Easy to grow and get a good fruiting row. Plants quite productive, berries resemble Big Joe, very pretty. Quality is good but not as good as Redstar. Berries average large in size, bright and firm. Where a very late berry is desired and for some reason Redstar doesn't do well, Ambrosia is the best to grow. Price List page 31.

REDSTAR

The Best Very Late and the Latest Very Good Strawberry

The outstanding trait of Redstar is extreme lateness of its season. This factor of lateness is most valuable.

1. It blooms so late there is never any frost injury.
2. The late bearing enables growers to extend the season well beyond the normal berry time.
3. Very late berries almost always command a premium in any section.
4. Longer season enables given amount of help to handle a much larger volume of fruit.

Redstar has two weaknesses. Although the individual plants are very large and robust, Redstar often fails to make a sufficient number of plants for a good fruiting row. The tendency to fasciation is another shortcoming of Redstar. Careful rogueing has decreased this factor in recent years.

Redstar plants are very productive, berries average quite large in size, light attractive in color, and they darken very little on holding. Redstar berries are excellent in quality and firm enough for shipment.

Because of its extreme lateness Redstar should be grown where ample moisture is available at fruiting time, either from naturally moist soil or from irrigation.

We recommend Redstar as a high quality berry for the home garden to enable the whole family to enjoy fresh strawberries long after the regular season is over. The supply of Redstar plants is rather limited so we recommend early placing of orders to be sure of getting this variety. Price List page 31.

Remarks about Redstar:

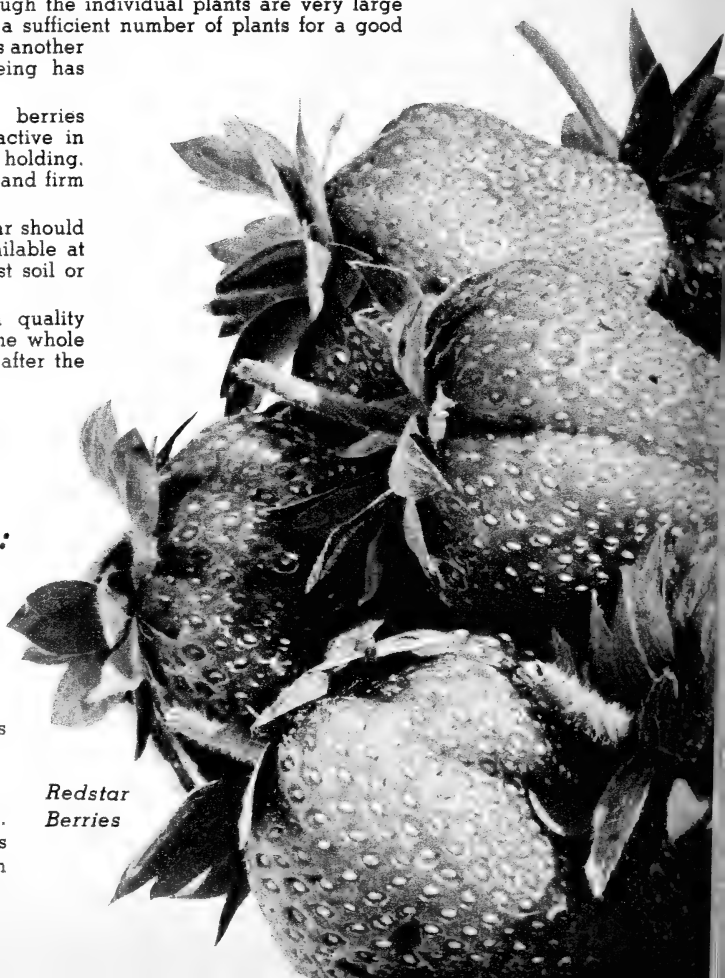
Ashtabula Co., Ohio, July 3, 1951. "I would like to order 200 plants of your Redstar. I think they are one of the best berries I have ever seen. I have a row of 100 feet long that I bought from you one year ago. They sure have berries and plenty of them."

Mrs. C. Van Gorder.

Bath County, Va., March 13, 1951. "We raised 632 quarts of Redstar berries from 250 plants which we bought from you in 1949."

W. J. Lawry.

*Redstar
Berries*



Fine Profits In Everbearers

with

New Methods and New Varieties

Quick cash profits coming only a few weeks after the plants are set! More satisfaction from everbearers both in the home garden and as a cash crop is definitely in the cards. So many times in the past, yields have been so inconsistent that growers have decided that everbearers are just no good—not worth the trouble they take. There has been much to support that view.

It has been observed for a long time that everbearing plants which failed to make runners had more summer and fall berries and the hill system for everbearers has been and still is definitely advocated. A variation from this is the spaced plant sawdust mulch system which will greatly increase your satisfaction with everbearers due to the larger yields and bright clean out of season berries. For example, in 1951 we had a poor year for everbearers in this section. Under such conditions our spaced plant sawdust mulched plants of Gem, Superfection, Brilliant and Red Rich all gave fairly good yields, while right beside them Red Rich and Brilliant in a matted row system yielded practically nothing.

The spaced plant sawdust mulch system was first developed in Ohio. We quote below from a report published by the Ohio Station.

This account is condensed from a report in Ohio Farm Journal Research, Jan. and Feb. 1950, by Dr. Wesley P. Judkins, then with the Ohio Station, now Head of the Department of Horticulture at Blacksburg, Virginia.

"During the last few years some Ohio growers have been making fine profits from everbearing strawberries."

"Greatest profits have been secured from the Gem variety. During the past year eight everbearing varieties have been tested at the Station. Two of these were superior to Gem and should be considered in future plantings."

Gem plants which were set out at the Ohio Station in April, 1949, produced 4100 qts. per acre, Superfection 5630 qts. and Brilliant 7000 qts.

"The latest developments in everbearing strawberry production demonstrate that the largest yields, greatest ease and economy of operation and highest profits are to be secured by following a 4-row bed-type planting system." (See diagram page 27.)

The plants are set one foot apart in rows which are one foot apart. A two foot alley or middle is left between each 4-row bed. The 4-row system produces high yields in August, which are maintained during the remainder of the season.

"The 4-row system can be expected to produce 7000 qts. per acre of Superfection the first year."

Under Ohio conditions everbearing strawberries should be planted just as early in the spring as the land can be prepared—late March or early April. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After this first hoeing the entire area should be covered with a layer of sawdust one inch thick. This mulch is very important for conserving soil moisture and suppressing weed growth. Later, weeds, if any, must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.

All the blossoms which develop on the newly set plants should be removed until early July or a week or two later if plant growth has not been quite vigorous.

After fruit production starts, berries may be harvested about twice each week until frost stops growth in October. The sawdust mulch helps to conserve soil moisture during the last summer. If an extended drought occurs the crop can be greatly increased in size and quality by the use of irrigation.

All runners should be removed from the plants as fast as they develop. This is essential if highest yields are to be secured.

"The sawdust mulch appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. A full inch of mulch should be maintained."

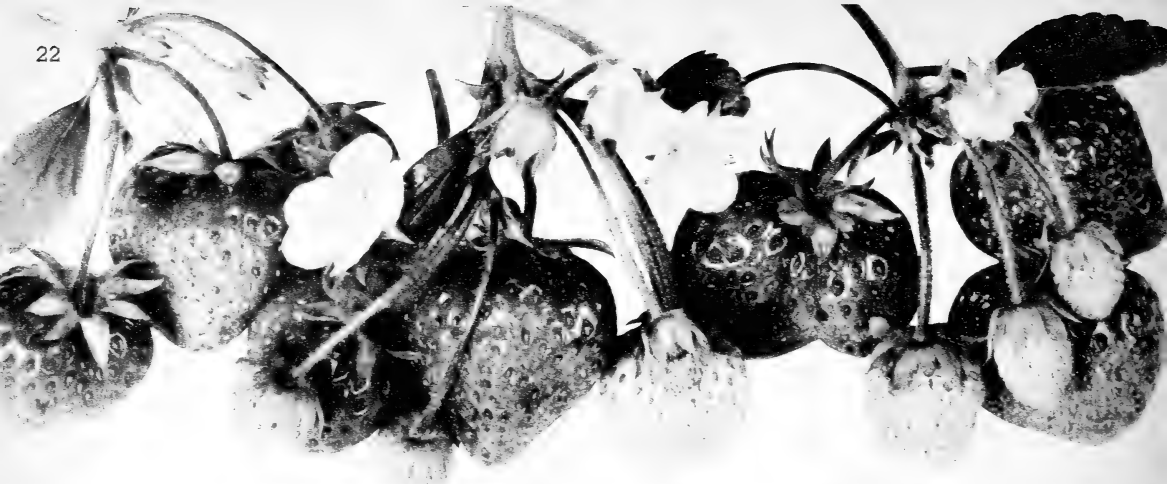
The spaced-plant sawdust mulch system comes high per acre, with more plants and much hand labor required, "but numerous Ohio growers have demonstrated in small and medium sized plantings that a carefully managed patch will give high profits."

Harrison Co., Ky., July 23, 1951. "I set 300 of your Superfection plants in early April. Everyone of them lived and developed into a strong, hardy plant. Knowing nothing about strawberries I did as you advise in your catalog. I had grand results; every plant has from 12 to 25 berries on it. They are large and perfectly shaped."

V. E. Peddicord.

Greene Co., N. Y., Feb. 15, 1951. "The wonderful results of Superfection everbearing plants purchased from you in 1950 prompts me to re-order 500 additional plants for 1951, for which you will find enclosed check."

E. S. Horan.



MASTODON

Best Spring Cropper of All the Everbearers

Mastodon is a good midseason berry for the regular spring crop, similar to Big Joe in both plant growth and fruit. It can be grown with some success in red stele soils, having more resistance to that disease than any of the other everbearers. Lack of consistent productiveness in late summer and fall has been and still is the weakness of all the everbearers. We believe one of the reasons why Mastodon continued so long as the most popular and widely planted variety is because a good crop of berries in the spring was sure even though the summer and fall crop was disappointing.

Mastodon makes a strong vigorous growth with larger plants generally than any of the everbearers except the new Red Rich. It is very rugged and can take lots of punishment and still survive, but any plant should be given extra good care if a good crop of berries is expected just a few weeks after the plants are set. In favorable seasons Mastodon is quite productive for the fall crop. The berries are fairly good in quality, rather attractive in appearance and firm enough to be shipped moderate distances. Mastodon is not as attractive as Gem, about equal in quality and not usually as productive in late summer and fall. They have a tendency to ripen unevenly with the underside green after the top has become fully red. Mastodon is not adapted as far south as Gem and Superfection but for years was the most popular and widely planted everbearer over the middle and northern states. Price List page 31.

RED RICH



TRADE MARK

Finest Quality Everbearer

We are offering this great new everbearer this year for the first time. We had it under test during 1951. We can say without reservation that Red Rich makes the largest, strongest, most vigorous plant that we have ever seen with any everbearer. The berries are outstanding in quality. When we say it is as good or almost as good as Fairfax we can say no more, as we are "nuts" about Fairfax quality.

The tests we had on Red Rich were both in matted rows and in the sawdust mulch plots. In matted rows neither the Red Rich nor the Brilliant bore enough berries to be worth considering as everbearers. In the sawdust mulch plots all the Gem type berries (Gem, Superfection, Brilliant) bore just as well, perhaps a few more berries, than the Red Rich but none of them could touch Red Rich in eating quality. Red Rich both in foliage and fruit resembles Fairfax greatly. Like Fairfax the berries are a rich dark red and the foliage is very beautiful; in fact, we think the foliage, flowers and fruit used as potted plants or for border plantings are more beautiful than many plants now used for such plantings.

Reports that we have read about Red Rich all praise its high quality and vigor. One report from a horticulturist in Illinois says that Red Rich is the outstanding everbearer in every way and that as far as he is concerned he would not even consider any other variety a close competitor. We have plants direct from the introducer of Red Rich. As the supply of this variety is still very limited not more than 500 plants may be purchased by any one customer. Price List page 31.

GEM

Excellent Fall Berry

For many years Gem has been our favorite of all the everbearing varieties. The plants are not generally as large and strong as Mastodon but it makes plants much more freely. As compared with Mastodon, Gem is much more productive in late summer and fall. This has been our main reason for preferring Gem to other varieties—consistent fall production. The berries are also prettier, ripening evenly and having a light color which makes them very attractive in the package. This light color darkens very little on holding. In quality the berries are somewhat tart but with a fine flavor either for eating fresh from the vines or with sugar. Gem berries are fairly firm and can be handled on local markets and for shipment very nicely.

As a spring cropper Gem is no good at all. Like other everbearers Gem has been best in the middle and northern states but is better for southern gardens except perhaps the new Superfection which is so much like Gem in many respects. Price List page 31.



SUPERFECTION

Amazing Everbearer for Productiveness

Tremendous amounts of advertising and superb performance of the plants themselves have probably caused Superfection to be planted in more home gardens and in more commercial plantings than any other everbearer. This has happened in a very short time.

After having grown Superfection for three years we rate it as the best of all, chiefly on account of its productiveness. It is no good as a spring fruiting variety but has had rather consistent and large production in late summer and fall. Plant growth is very similar to Gem but sometimes more vigorous. The berries are almost identical with Gem in appearance, color, size and flavor. This means that they are very attractive and good enough to be enjoyed thoroughly in the home garden or sold from commercial plantings. Superfection has been generally but not always more productive than Gem. If we were limited to just one everbearing variety in the home garden or commercial planting, Superfection would be our choice. Price List page 31.

Gem, Superfection and Brilliant

In the spring of 1951 we set plants of five varieties of everbearers, including the three mentioned above. The plants we used of Gem were selected plants from our own Gem stock. The Brilliant plants we used were 100 each from the two nurseries selected by the originator to promote and sell Brilliant. The Superfection plants were from our own stock which we have been growing for three years. We are confident that all of the varieties are true to name and from original sources. These varieties were set under the sawdust mulch spaced plant system with runners removed. They were replicated four times to eliminate differences due to soil variations and all received exactly the same treatment. On October 22, 1951, these plots were examined by a leading strawberry expert from the U. S. D. A. at Beltsville, by the State plant inspector for Maryland, by another leading strawberry plant nurseryman in this section and by two members of our own firm. In this test not one of these people could distinguish any differences between Gem, Superfection and Brilliant either in vigor and characteristics of plant growth or in the size, appearance, taste of berries or productiveness of the plants.

So far as we know nobody has yet claimed that these three varieties are identical. In our long experience in growing strawberries Mr. W. F. Allen and his sons have called attention to many duplications in variety names. It has been our experience that when plant characteristics and fruit characteristics are identical the varieties are likely to be. Temporary differences in vigor of plant growth and productiveness of fruit can be explained by the following:

1. Invigorating effects of a change of soil and climate, particularly when new varieties are brought in.
2. Reduction in vigor of the older varieties due to virus or other disease which causes a variety to "run down."

We have reached no positive conclusions about these three varieties but will be glad to hear from anyone who has grown them under direct comparison.

COMMONSENSE METHODS FOR GROWING GOOD STRAWBERRY CROPS

Strawberries are grown successfully in every State in the Country. They are relatively easy to grow. Beginners can produce fine crops by following common sense methods.

WHEN DO THEY BEAR? Standard varieties set in March, April or early May 1952 will bear their best crop in May or June 1953. Everbearing varieties set in early spring produce berries in late summer and fall of the same year. Fall setting is not a good practice in most cases.

FALL PLANTING

Setting plants in late August, September or early October with the idea of getting a partial crop the following May or June is not a good practice. Results in most cases do not justify the extra effort.

Setting plants in late October or November to get the job done when not so rushed by work as in spring or to avoid the hazards of delayed planting in spring, due to bad weather, frequently is justified. These advantages should be weighed against the time and trouble of mulching through two winters instead of one, and more work in controlling weeds and grass. Usually a part of the fall set plants fail to survive the winter, but those that do survive start earlier and grow better than spring set plants.

With good early dug dormant plants available for spring planting we think fall setting is very rarely justified except in Florida.

WHAT KIND OF SOIL AND LOCATION ARE BEST?

Any soil that makes good yields of garden or field crops will produce strawberries

in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1—In rolling country a sloping field gives better air drainage and less injurious frosts. 2—Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion. 3—Follow a hoed crop to make less weeds and grass to contend with in the strawberries. 4—Avoid sod land that may harbor grub worms which cut or injure your plants. 5—Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6—A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7—Most important of all, select land that holds moisture well because (a) it is naturally springy, (b) it has a high water table, (c) irrigation is available or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

HOW SHOULD I PREPARE THE LAND? In late winter or very early spring the land should be plowed or (in small plots) spaded to a depth of 6 or 8 inches. Then with harrow or rake it should be leveled off to form a smooth friable planting bed.

Here are some things which are not necessary—but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much

WHEN SHOULD PLANTS BE SET?

EARLY! EARLY! EARLY!

The most important single thing in growing strawberries successfully is to set the plants EARLY. With no other crop that you grow is early spring setting so ALL IMPORTANT.

In the Southern States this means February, March and early April. In the Middle States, March and April. In the Northern States, April and May in late seasons and in states far North. In all states it means just as early as the weather permits you to get the ground ready and the plants set.

A good stand and growth are easy if plants are set early so they can become established while the soil is still cool and moist. With late setting good results are very unlikely unless soil and moisture conditions are entirely favorable.

more valuable if plowed under while still green.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning especially in dry seasons.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure 1 to 2 bushels for every 100 square feet. Manure from poultry and broiler houses is not recommended because it either contains chick weed seed from feed or bedding or stimulates excessively the growth of chick weed, which becomes very serious in many strawberry growing areas.

SHOULD CHEMICAL FERTILIZERS BE USED?

On very fertile garden soils none is needed. On most good soils fertilizers will not prove beneficial if plenty of stable manure of any kind has been applied. On some soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of organic nitrogen and 5 to 10% of phosphorus may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate of ammonia should not be used in these applications as they will injure either roots or leaves if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal, dried blood, etc., are safe to use. Any form of phosphorus is O. K.

Whatever the soil preparation and earlier treatment it is well to examine the plant beds in late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer treatment is necessary. If growth is not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer

Good Plants Packed To Arrive In Good Condition

PLANTS FOR VARIOUS PLANTING DISTANCE

	Rows	In the row	Total per acre
3	ft. apart	18 inches	9,680 plants
3	ft. "	24 "	7,260 "
3½	ft. "	18 "	8,297 "
3½	ft. "	24 "	6,223 "
4	ft. "	18 "	7,260 "
4	ft. "	24 "	5,445 "
3 ft. 8 in.	"	20 "	7,128 "

has containing 4 to 6% of nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury.

An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

WHAT ABOUT LIME? If other crops, weeds or grass have made a good growth on the land you have selected for strawberries it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best, 5 to 7 is satisfactory.

WHAT CARE DO PLANTS NEED?

They should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in excellent condition for many days in the family refrigerator if there is room. Burying the crate or package for a while in a snowbank is O. K.

The very best way to hold plants is in cold storage at 32 Degrees F. If such storage is not available, open the bundles and spread the plants in thin layers along a V-shaped trench about four or five inches deep. Cover the roots with two or three inches of soil, leaving the buds exposed. Wet the soil and plants thoroughly. A light covering may be necessary.

Incidentally, there is one way to play safe. If you have cold storage available order your plants shipped in March while they are still thoroughly dormant. Even moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 32 Degrees F. until planting

conditions are just right. If plants are dug after they have made lots of foliage and possibly blossoms, they should not be held more than a few days even in storage.

U. S. Government and New York State experiments have shown that anyone who cannot normally set plants by April 15th, could confidently expect much better results with stored dormant plants than with freshly dug ones.

WHAT IS THE BEST METHOD OF SETTING PLANTS? Any method is good



TOO SHALLOW JUST RIGHT TOO DEEP

which leaves the roots reasonably straight down in the soil, spread some if possible with the soil pressed firmly against the roots and the bud just at the surface of the packed down soil. A good garden trowel is the best tool for the work in small plots. Others are a spade, dibble, paddle, a big spoon or in larger fields a horse or tractor drawn transplanter. With plants that have very long roots clipping them off to about 4 or 5 inches in length will make it easier to get a good job of setting. It will not hurt the plants. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture.)

HOW FAR APART SHOULD PLANTS BE SET? In general, we recom-

mend setting plants 18 to 20 inches apart in rows $3\frac{1}{2}$ to 4 feet apart. This requires about 7,000 plants per acre. (See table.) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain. Closer setting is suggested also for varieties that make few plants.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 x 10 you would need about 20 plants.

High yields can be had from small plots by using the hill system where all runners are cut off. Use planting plan suggested for everbearers on page 27. A variation would be using rows $3\frac{1}{2}$ feet apart, set plants 12 inches apart with two runner plants, one each way, from each mother plant set. Midland, with big strong plants and few runners, is excellent for hill system—small plots.

HOEING, CULTIVATING AND TRAINING.

Frequent hoeing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best. 1 to $1\frac{1}{2}$ inches deep with the hoe or slightly deeper with horse cultivator.

There are three other important jobs to be done along with the hoeing work.

(1) Uncover the buds. At the first or second hoeing any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for some time but if the bud is smothered the whole plant will eventually die.

(2) Cut off the blossoms at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth.

(3) Most of the training of new runners is done at hoeing time. A well spaced matted row is the best system for getting the largest crops of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is plenty. An excess is no better than weeds. Train the first strong, new runners out like spokes from a wheel and root them until a fruiting row $1\frac{1}{2}$ to $2\frac{1}{2}$ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled off or cut off.

WEED KILLERS. We doubt if weed killers should be used on small garden plots. If carefully done, they are helpful in larger acreages. We have used 2, 4D with good results for summer grasses and weeds. There is always some injury to the plants with weed killers. Consult your County Agent or State Agricultural College for full information before using weed

killers on valuable crops like strawberries.

Geese are being used to help control certain weeds and grasses in strawberry plantings. Experience indicates: Field must be fenced in and geese provided with plenty of water and shelter. About four geese per acre are needed. Young active geese are better than older heavier ones. They like young crab grass best of all, will not eat most weeds, very little good for chick grass in winter or early spring. Most suitable for small plantings near house. Big flocks travel together, trample plants badly. Remove geese from field in fall when summer grass growth has stopped. Should not be in field during winter, spring and fruiting season. Caution: Watch out for dogs.

IS MULCHING NECESSARY? Mulching is necessary for winter protection in all the Northern States and would be helpful in many fields as far South as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F) have occurred but before hard freezing (20 degrees F or lower). It should be removed (at least partly) soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections sawdust has been used with good results. Use whatever you have or can buy at a reasonable price.

WILL IRRIGATION PAY? If you have irrigation, it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not necessary. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added, or because of a high water table.

DO STRAWBERRIES NEED SPRAYING? When good varieties are selected and clean healthy plants are used, strawberries do not need spraying as a rule. Red-Steele has become serious in some areas. It is avoided by using clean plants on uninfected soil.

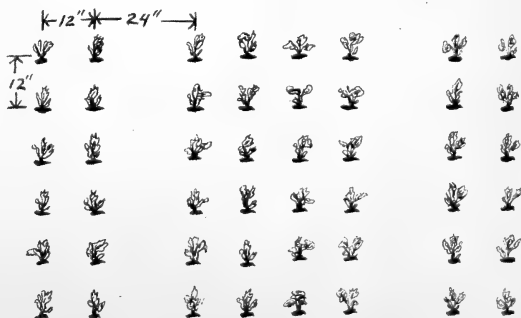
It can be largely ignored on infected soil by using resistant varieties like Temple, Sparkle, Fairland, etc.

Spraying to prevent rot in wet seasons has not been effective. Hill system or well spaced rows are best preventives of berry rot. The clipper, sometimes present near wooded areas, can be controlled by 40 lbs. per acre of proper dust mixture. Consult your County Agent. If other insect or disease troubles should appear, our **FREE** circular on **STRAWBERRY INSECTS AND DISEASES** may be helpful in identifying the cause and applying the remedy.

RENEWING OLD BEDS. Most commercial growers pick one crop of strawberries and then destroy the planting. Generally this is justified. However, when plantings are on good soil, free from weeds with little insect or disease damage, a second crop may be had economically. To renew bed don't plow away the old bed. Cultivate middles, remove weeds and grasses and possibly fertilize. Balance of effort should be by hand or some kind of drag to remove excess plants in thick places and to train in new runners in any vacant places. For years we have found this method simplest, easiest and best.

Growing Everbearers **For Berries This Year**

Plants set in March and April, pick berries in August and September, only four to five months after setting. We hope and believe this will be possible and successful for more people as a result of the new spaced-plant sawdust-mulch system, described on page 21. Give plants with sawdust mulch plenty of high nitrogen fertilizer. We suggest one pound 5-10-5 for 25 sq. ft. Apply dry. Brush from plant leaves. In the development of this system planting plans have varied, but the one demonstrated by the Ohio Station as giving the largest yields, most economical operation and highest profits is the 4-row bed type planting illustrated below.



OUR BARGAIN PAGES

of

Family Garden Collections

These collections are made up of the finest varieties. You get the best. These prices are postpaid anywhere in the United States, the total cost being the price printed here. Choose one of these collections for your garden this year. They will give you lots of pleasure and good eating.

★ ★ All-Star Collections ★ ★

Well adapted for heavy production of luscious berries anywhere in the U. S. A. except extreme northern and extreme southern areas.

PREMIER—*frost proof; sure crop every year*

TEMPLE—*fine quality; very strong grower; red stele resistant*

CATSKILL—*big crops of big berries; good for freezing*

TENN. BEAUTY—*wonderful new late berry*

Collection A	100 plants, 25 each of the 4 kinds (postpaid)	\$ 3.70
Collection B	200 plants, 50 each of the 4 kinds (postpaid)	6.20
Collection C	400 plants, 100 each of the 4 kinds (postpaid)	9.90
Collection D	1000 plants, 250 each of the 4 kinds (postpaid)	19.80



Orange Co., Va., Feb. 24, 1951. "A few years ago I got Collection A, 100 plants from you; few people have ever seen more beautiful berries. You have the best plants I have ever seen."

Mrs. W. T. Woolfolk.

Lebanon Co., Pa., Feb. 27, 1951. "A few years ago I ordered 150 plants. The following year I picked 160 qts. I never saw such lovely berries. Fairfax were my favorite of the six varieties I had."

Mrs. Ralph Lentz.

Montgomery Co., Pa., April 23, 1951. "We are still eating berries from our Premier patch of last year. The Premier berries are wonderful for freezing. We have always bought our plants from your company."

Harry R. Lilley.

*Prospects Good for
Plenty of Berries!*

Northern States Garden Collections

Well adapted for heavy production of excellent berries in northern U. S. A. and Canada, south about to the Ohio River Valley and southern Pennsylvania.

PREMIER—*frost proof; sure crop every year*

CATSKILL—*big crops of big berries; good for freezing*

ROBINSON—*beautiful bright color; large average size*

SPARKLE—*very vigorous grower; red stele resistant; good to eat and freeze.*

Collection E	100 plants, 25 each of the 4 kinds (postpaid)	\$ 3.75
Collection F	200 plants, 50 each of the 4 kinds (postpaid)	6.25
Collection G	400 plants, 100 each of the 4 kinds (postpaid)	10.00
Collection H	1000 plants, 250 each of the 4 kinds (postpaid)	20.00



Everbearing Collections for berries this year

New methods of culture (see page 21) will produce more delicious out of season berries for you.

MASTODON—*a good everbearer and a dependable spring cropper*

GEM—*beautiful, bright, tart berries, very productive*

SUPERFECTION—*much like Gem except possibly more vigor and greater productiveness*

Collection X	75 plants, 25 each of the 3 kinds (postpaid)	\$ 4.50
Collection Y	150 plants, 50 each of the 3 kinds (postpaid)	8.75
Collection Z	300 plants, 100 each of the 3 kinds (postpaid)	13.90

POSTPAID

Order all collections by name, Collection A, Collection B, etc. Collections postpaid anywhere in U. S. A. at prices quoted.

AFRAID?

You need not hesitate planting strawberries in your garden. Beginners can do it well and successfully. Order one of these collections or other varieties from our price list on page 31. You will be delighted with the fine large berries you can grow by following the simple directions given on pages 24 to 28.

Everything!

Everything you get for your time, planning, money and work in growing strawberries either commercially or in the home garden depends on what you can get the plants to do.

You cannot afford any plants except the best. We offer you that kind.

A WHOLE YEAR LOST

For getting a full crop of berries to bear in May or June, 1953, a whole year will be lost unless you set strawberry plants this spring as early as possible. Fall setting is not practical nor profitable in the middle and northern states except under unusual conditions. Order plants now, set them in March, April or early May. That's the sure way of having a good crop of luscious berries next year.

INSTRUCTION TO PURCHASERS

Terms. Cash with order. Remit by Money Order, Bank Draft, or Cash in Registered Letter. No C. O. D. shipments, without part payment.

Packing. No extra charge made for packing at prices quoted on page 31.

Time of Shipment. We ship plants from October 15th to June 15th. See paragraph on page 24, "When should plants be set?"

True to Name. We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants.

Late Shipments. All plants ordered shipped after May 1st will be packed and shipped in best possible condition but at purchasers' risk.

Our Guarantee. We guarantee all plants ordered shipped before May 1st to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insects, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

WHEN TO ORDER — HOW TO SHIP

ORDER as soon as you have decided what varieties and how many you want. Write plainly, so that we can get your name and address correctly for prompt acknowledgment of order and delivery of plants. Be sure to fill in your County on the order sheet.

EXPRESS is generally satisfactory and the best way to ship plants if your order is large or if the distance is great.

PARCEL POST. Generally cheapest and most satisfactory for small shipments and larger shipments in nearby states.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. Postal charges depend upon weight of shipment and postal zone in which you live. From zone guide and rate table below you can estimate postage. Include postage in your remittance to avoid additional postal charges and delay in delivery on a C. O. D. shipment. Send enough postage as any excess will be returned to you.

RATE TABLE

Zone	1st Pound	Each Additional Pound
2nd	17 cts.	2.04 cts.
3rd	17 cts.	3.05 cts.
4th	19 cts.	4.75 cts.
5th	21 cts.	6.95 cts.
6th	23 cts.	9.25 cts.
7th	25 cts.	11.50 cts.
8th	27 cts.	14.00 cts.

ZONE GUIDE

To help determine postal zone, consult this guide. If you live near places mentioned or nearer to Eastern Maryland, you are in zone indicated. If convenient, ask your Postmaster.

Zone 2—includes Trenton, N. J., Harrisburg, Penna., Philadelphia, Penna., Hagerstown, Md., Charlottesville, Va., Norfolk, Va.

Zone 3—includes Hartford, Conn., New York, N. Y., Pittsburgh, Penna., Roanoke, Va., Wilmington, N. C.

Zone 4—includes Portland, Maine, Boston, Mass., Albany, N. Y., Buffalo, N. Y., Cleveland, Ohio, Cincinnati, Ohio, Detroit, Mich., Indianapolis, Ind., Louisville, Ky., Nashville, Tenn., Atlanta, Ga.

Zone 5—includes Chicago, Ill., St. Paul, Minn., St. Louis, Mo., Little Rock, Ark., New Orleans, La.

Zone 6—includes Houston, Texas, Oklahoma City, Okla., Kansas City, Mo.

Zone 7—includes El Paso, Texas., Denver, Colo.

Zone 8—includes Salt Lake City, Utah and Pacific Coast States.

DELIVERED PRICES—All prices listed in our catalog are F.O.B. Salisbury, Maryland, purchaser to pay transportation. If you wish PREPAID prices by Express or Parcel Post send us a list of the varieties and amounts in which you are interested. We will answer by return mail telling you just what the plants will cost including transportation charges. No obligation in asking for prices.

HOW TO SHIP

EXPRESS is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great. Express charges can be paid when plants are received.

PARCEL POST—Generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states. Postal charges are paid in advance. Figure this amount as instructed in catalog. Be sure to send enough postage as any amount not used will be returned to you.

Any shipment that is sent C.O.D. will cost at least 35c additional postage charges.

TRUE-TO-NAME—While we use every precaution to have all plants, etc., true to name, we will not be responsible for any sum greater than the cost of the plants should any prove otherwise than as represented.

PLEASE WRITE BELOW the names and addresses of any acquaintances or friends who might be interested in, or buyers of, strawberry plants, and we will send them our catalog.

W. F. ALLEN CO.

SALISBURY, MARYLAND

Date of Order.....

Name.....

Street R.D. No.....

Postoffice P.O. Box.....

Express Office **County**.....
Please Give County

State Ship by
Mail or Express

Ship Plants On or About.....191....

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent, attach price to each article and add up accurately. Please do not write letters on the same sheet with the order.

[illegible]

IMPORTANT!

If Sold Out of Varieties Ordered

SUBSTITUTE A Suitable Variety of Equal Value - -

RETURN My Order and Money for Varieties Not Available

**Please Check
One**

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PRICE LIST FOR SPRING — 1952

Description Page	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	500 Plants	1000 Plants	5000 Plants
Early Varieties									
12 BLAKEMORE.....	\$.70	\$1.20	\$1.90	\$3.15	\$4.30	\$5.15	\$5.95	\$9.50	\$45.00
11 DORSETT.....	1.00	1.70	2.70	4.70	6.10	7.30	8.45	13.50	62.50
9 EMPIRE.....	1.50	2.50	4.00	7.00	9.00	10.80	12.50	20.00	90.00
10 FAIRFAX.....	1.00	1.70	2.70	4.70	6.10	7.30	8.45	13.50	62.50
9 HOWARD 17.....	.95	1.60	2.60	4.55	5.85	7.00	8.15	12.75	60.00
13 KLONDYKE.....	.70	1.20	1.90	3.15	4.30	6.15	5.95	9.50	45.00
13 KLONMORE.....	.70	1.20	1.90	3.15	4.30	5.15	5.95	9.50	45.00
9 MAYTIME.....	.95	1.60	2.60	4.55	5.85	7.00	8.15	12.75	60.00
11 MIDLAND.....	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
13 MISSIONARY.....	.70	1.20	1.90	3.15	4.30	5.15	5.95	9.50	45.00
8 PREMIER.....	.95	1.60	2.60	4.55	5.85	7.00	8.15	12.75	60.00
13 SEN. DUNLAP.....	.95	1.60	2.60	4.55	5.85	7.00	8.15	12.75	60.00
13 SUWANNEE.....	.90	1.50	2.40	4.20	5.40	6.50	7.50	11.90	55.00
13 TENNESSEAN.....	.90	1.50	2.40	4.20	5.40	6.50	7.50	11.90	55.00
13 TENNESSEE SHIPPER.....	.70	1.20	1.90	3.15	4.30	5.15	5.95	9.50	45.00
Midseason Varieties									
15 BIG JOE.....	.95	1.60	2.60	4.55	5.85	7.00	8.15	12.75	60.00
14 CATSKILL.....	.95	1.60	2.60	4.55	5.85	7.00	8.15	12.75	60.00
16 CULVER.....	.95	1.60	2.60	4.55	5.85	7.00	8.15	12.75	60.00
16 FAIRLAND.....	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
17 REDCROP.....	1.00	1.70	2.70	4.70	6.10	7.30	8.45	13.50	62.50
16 TEMPLE.....	.90	1.50	2.40	4.20	5.40	6.50	7.50	11.90	55.00
Late Varieties									
18 CHESAPEAKE.....	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
20 ERIE.....	1.50	2.50	4.00	7.00	9.00	10.80	12.50	20.00
18 FAIRPEAKE.....	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
19 KARDINAL KING.....	.90	1.50	2.40	4.20	5.40	6.50	7.50	11.90	55.00
19 LUPTON.....	.95	1.60	2.60	4.55	5.85	7.00	8.15	12.75	60.00
19 MASSEY.....	.95	1.60	2.60	4.55	5.85	7.00	8.15	12.75	60.00
19 ROBINSON.....	.90	1.50	2.40	4.20	5.40	6.50	7.50	11.90	55.00
17 SPARKLE.....	.95	1.60	2.60	4.55	5.85	7.00	8.15	12.75	60.00
15 TENNESSEE BEAUTY.....	.90	1.50	2.40	4.20	5.40	6.50	7.50	11.90	55.00
Very Late Varieties									
20 AMBROSIA.....	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
20 REDSTAR.....	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
Everbearing Varieties									
23 GEM.....	1.80	3.00	4.80	8.40	10.80	12.95	15.00	24.00	110.00
22 MASTODON.....	1.80	3.00	4.80	8.40	10.80	12.95	15.00	24.00	110.00
22 RED RICH.....	5.00	8.50	15.00	27.00	39.50
23 SUPERFECTION.....	1.80	3.00	4.80	8.40	10.80	12.95	15.00	24.00	110.00

W. F. ALLEN COMPANY SALISBURY, MARYLAND

All plants f.o.b. Salisbury, Maryland, at prices quoted, express or parcel post charges extra.

On quantities of more than 5,000 plants of one variety, write for quantity rate.

WE HAVE NO PLANTS OF ANY VARIETY TO SELL FOR SHIPMENT IN JUNE, JULY, AUGUST, SEPTEMBER AND EARLY OCTOBER.



*PREMIER — The Frost
Proof berry. Sure Crops — Big Crops*

W·F·ALLEN Company

SALISBURY, MARYLAND

CATSKILL — King of the mid-season kinds

